



MUSEUM OF TOLERANCE JERUSALEM A SIMON WIESENTHAL CENTER MUSEUM



For 2,000 years, the Jewish people have yearned to return to their Promised Land. Wherever they were, they always faced East in their prayers, never giving up hope that one day they or their progeny would return. They were proud to drink wine or have a charity box in their home from the Land of Israel.

In May of 1948, their collective dreams were finally realized when David Ben-Gurion announced to the world the creation of the State of Israel.

At this historic moment, 71 years later, the Simon Wiesenthal Center is in the final stages of building its Museum of Tolerance Jerusalem – MOTJ – in the heart of the city center.

The MOTJ is within walking distance to the Old City and the Western Wall. It is a few blocks from the King David and Waldorf Astoria hotels, two blocks from Ben Yehuda Street, around the corner from the Mamilla shopping mall and in close proximity to the American Embassy, the Knesset, Supreme Court, and the Prime Minister and President’s residences. World leaders and dignitaries who come to Jerusalem will visit the Museum of Tolerance Jerusalem for years to come.



Rabbi Marvin Hier

To accomplish our goal, we are looking to partner with philanthropists and visionaries from the United States and around the world who will support this once-in-a-lifetime project.

Donors to the Museum of Tolerance Jerusalem will have the additional privilege of linking their name in perpetuity in the center of Jerusalem, the eternal capital of the Jewish people.

Partner with us today.



MOTJ leaders Larry Mizel, Dawn Arnall & Rabbi Hier on the site of the Museum of Tolerance Jerusalem, February 2019

A CITY & MUSEUM LIKE NO OTHER IN THE HEART OF JERUSALEM- CENTER STAGE FOR 3,500 YEARS

A final letter from Simon Wiesenthal to the Board of Trustees of the Simon Wiesenthal Center:

"...Finally, let me say, at this stage of my life, all I can do is to write in praise of this great undertaking. But you, the Center's supporters, have the ability to do much more. You can become partners in its creation. I hope you will consider doing so. And I know that when it opens, you will be very proud to say, I was there for our people, for Israel, and for Jerusalem."



2 Main Museum Exhibitions:
A People's Journey & Social Lab



Indoor/Outdoor Cafe



Children's Museum



Study Hall



MOTJ Gift Shop



2 State-of-the-Art Theaters: 380-seat & 150-seat



International Conference Center



1,000-seat Outdoor Amphitheater



Grand Hall: 500 banquet seats & 800 lecture seats



A Museum that highlights the core values that have sustained the Jewish people

The State of Israel is the Middle East's only democracy, yet it faces unprecedented challenges. The Museum of Tolerance Jerusalem (MOTJ), scheduled to open in 2021, while acknowledging Israel's great accomplishments, deals with the reality that we all live in a turbulent world.

The Museum is not about archaeology or history. It is a museum about today and tomorrow. A Museum that highlights the core values that have sustained the Jewish people while confronting the real issues that divide humanity and threaten its future.

For 25 years, our world-renowned Museum of Tolerance in Los Angeles (MOT) has redefined the role of museums. With over 7.5 million visitors, the MOT has hosted American Presidents, Israeli Prime Ministers, Kings, European and religious leaders as well as Nobel Laureates. It has provided diversity training to criminal justice and education professionals throughout the United States and around the world. The MOTJ will bring to Israel and the Middle East the successful experiential and educational formulas pioneered for over a quarter century by the MOT.

The MOTJ will serve visitors of all ages, religions and cultural backgrounds from throughout the region and the world. It will encourage democracy, promote regional stability and global harmony, combat the roots of anti-Semitism and extremism, and promote human dignity and a love of Israel.

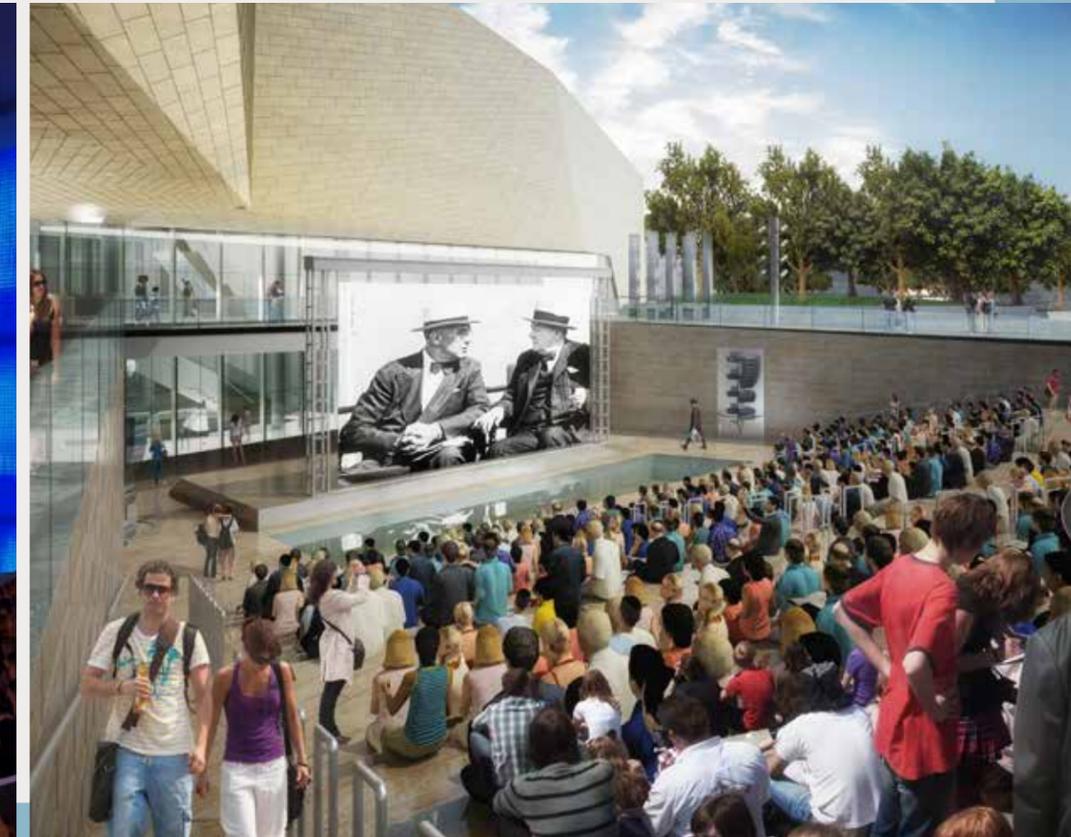
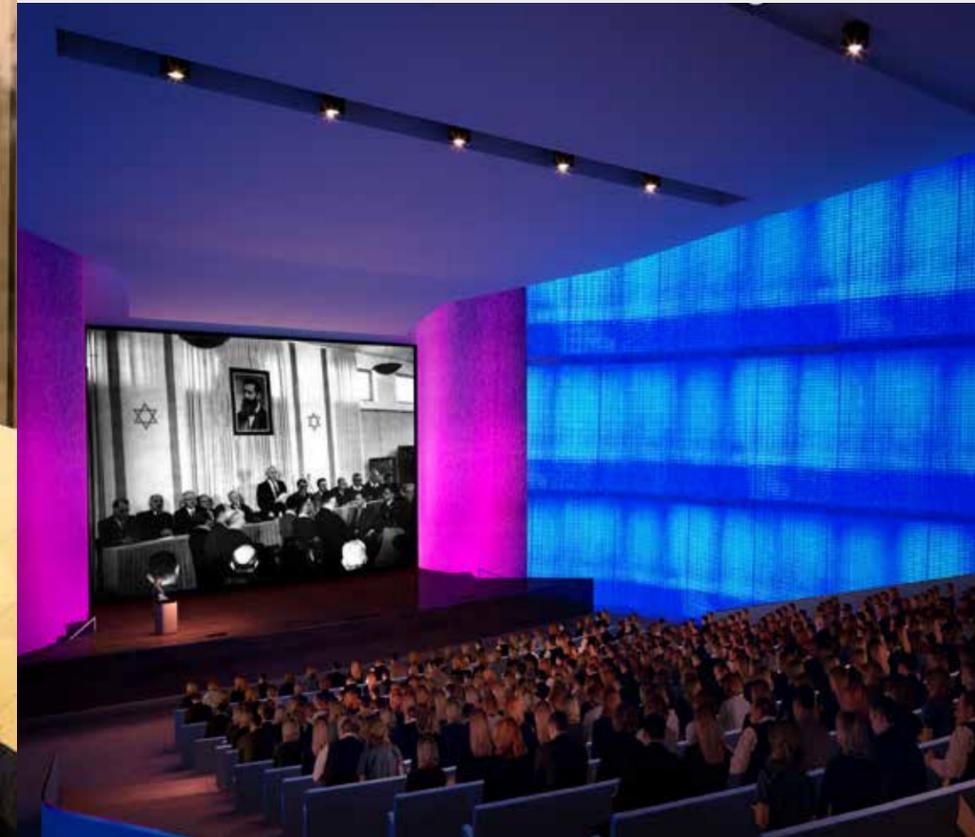
Through cutting-edge technologies, interactive exhibits and dramatic multimedia presentations available in 8 languages, the MOTJ offers an immersive environment that will bring epic events to life, allowing visitors to become witnesses to history while spotlighting anti-Semitism and hate still embedded in contemporary society.





In addition to its impactful Museum, the MOTJ campus will also be a magnet for major international conferences dealing with global, regional and national issues of the day related to political, social, environmental, educational, economic and cultural matters. The 1,000 seat outdoor amphitheater, 380 and 150 seat indoor theaters, and the Grand Hall, accommodating 800 theater-style seats and 500 banquet-style seats, can be used along with all of the other communal spaces.

Since its inception, the Museum of Tolerance in Los Angeles has maintained a unique relationship with the entertainment community. The MOTJ will benefit from this relationship through groundbreaking programming including important lectures and films reflecting the MOTJ's themes. Michael Milken, one of the principal MOTJ donors, has said he will host his international business conference at the MOTJ shortly after its opening.



A journey through the values that inspired and nurtured the Jewish people throughout the millennia

How did the Jewish people survive? What was it that kept them alive for more than 2,000 years when they had no state, no army to protect them, were scattered far and wide around the world and were often persecuted or unable to live freely as Jews? It was their values. These values inspired and nurtured the Jewish people and have also influenced other religions and cultures throughout the ages and they continue to do so today.

A People's Journey begins as visitors board the legendary ship, Exodus 1947, where visitors "meet" Holocaust survivors, many of them orphans and Jewish volunteers from the US, the UK, and North Africa. At key points throughout the 7 pavilions in *A People's Journey*, visitors return to the story of the Exodus to see how the values which kept the Jewish people alive for thousands of years also sustained the desperate passengers during their difficult voyage.





A PEOPLE'S JOURNEY EXHIBIT PAVILIONS
Two Main Museum Exhibitions: *A People's Journey* & *Social Lab*

Faith Pavilion From a Chasidic tisch to the joy of Jewish celebrations, weddings and holidays, visitors will become immersed in the totality of Jewish life. It also examines how Judaism and other religions maintain faith in the face of oppression and personal adversity.

Scholarship Pavilion Museumgoers will encounter the renowned 14th century scholar, philosopher and physician Maimonides, who makes a surprise visit to speak to 21st century visitors in a dynamic Hologram theater. This will be followed by the interactive exhibit, "Chat with the Great Thinkers" of the last century.

Standing Up to Evil Pavilion The stories of courageous men and women such as Raoul Wallenberg, Natan Sharansky and Malala Yousafzai highlight the value of confronting evil during the most difficult of times.

Deeds Not Words Pavilion Tells the story of Theodore Herzl, who inspired the creation of the Jewish State, as well as others who devoted their lives to the betterment of mankind and changed the course of history.

Areivut Pavilion The concept of "I Am My Brother's Keeper" is showcased through heroes and the tradition of shared responsibility and concern for others, not only in their own communities, but throughout the world.

Respect for Humanity Pavilion The bettering of the human condition through the value of respecting humanity is told through the life stories of people who make significant contributions like Dr. Jonas Salk, Dr. Martin Luther King Jr. and Mother Teresa.

Return to Zion Pavilion The 2,000-year yearning for Zion is captured in dramatic moments and stories of the key players who made the creation of the State of Israel possible.

Throughout *A People's Journey*, visitors will be able to enhance their experience and discover more on their own through MyMOT, a unique handheld device. To meet the needs of visitors from around the world, *A People's Journey* will also be translated into multiple languages, including English, Hebrew, Arabic, French, Russian, Spanish, and Chinese.

Some of the best-known names from the world of film and television will narrate the films and interactives in each of the 7 pavilions.



History's lessons tested against the challenges facing the 21st century

When visitors leave the first half of the main museum, *A People's Journey*, they will then enter the *Social Lab*, the second half of its main exhibition. The *Social Lab* is designed to help visitors explore issues facing Israel and the world.

The *Social Lab* features cutting-edge, interactive exhibits highlighting issues of the day such as anti-Semitic hate, racism and bigotry, extremism, terrorism, illegal immigration, eco-terrorism, the global refugee crisis, climate change, economic inequity, the role of religion in society, hate speech, the influence of social media, coexistence and gender equality.

The *Social Lab* will also showcase how the people of Israel and innovations being produced in the "Start-up Nation" are not only addressing many of the world's problems, but creating a better future. The *Social Lab* will encourage those visiting the MOTJ to consider their role in making the world a better place. Dynamic interactive exhibits and films along with the Museum's unique MyMOT handheld device will make this an unforgettable experience.

Addressing the world's problems
today, creating a better future for
tomorrow





Point of View Café Personal Responsibility is emphasized as groups gather to discuss and debate the critical issues of the day.

The World News Breaking news from around the globe is provided in an interactive setting designed to engage visitors on the top stories of the day, thereby keeping the Social Lab current and cutting-edge.

Meet Your Neighbor An innovative interactive experience where people are given the opportunity to rethink their prejudices.

The Forum Recognized experts host discussions tackling pressing issues faced by society today, including anti-Semitism, extremism, climate change, the role of religion in society, terrorism and coexistence. At the end of the experience, participants interview the expert, vote on the issues presented, and express their views. Real time statistics on these topics will be presented to visitors.

Global Crisis Room Visitors are faced with a potential crisis situation affecting the world such as eco-terrorism, refugees flooding the border of their country, or a tyrant who has access to nuclear weapons. Through group dynamics and collaboration, visitors become the experts and vote on how to best solve the crisis.

Laughter: Our Secret to Survival In addition to their values, how did the Jewish people survive centuries of anti-Semitism, bigotry and hate? Jews have learned to laugh and dream of better times. Humor lightened their burdens, inspired hope, connected them to others and kept them grounded. Some of America and the world's funniest comedians and comedic minds provide the finale in the *Social Lab*, leaving visitors uplifted, as they commit to do their own part to improve the world.

Internationally-renowned personalities from the world of film, TV and other arenas will narrate many of the *Social Lab's* films, documentaries and interactives. The MyMOT device will allow each visitor to individualize his or her experience in the *Social Lab*.

Children's Museum is an 8,000-square foot adventure area which creates a safe and exciting environment for children ages 3-10 of all backgrounds to come together through play. The exhibits will engage children in the story of Moses, a dynamic and important narrative familiar to Jews, Christians, and Muslims alike, and highlight core values central to Jewish life that resonate with people of all faiths.

Voices For Tolerance is an immersive exhibit that highlights the story of Anne Frank and two other young heroines, one Christian and one Muslim, as global, iconic voices for tolerance and human dignity. All three have a passion and belief in humanity, fairness, respect, and making the world a better place as a result of the wars and genocides that denied each of them their childhood, hopes and dreams.



ISRAEL AND THE ARTS

The decades-long relationship between the Jewish State and the entertainment community is the focus of a major, multimedia exhibition, *Israel And The Arts*. Iconic entertainers and musicians such as Frank Sinatra and Elizabeth Taylor (both members of the original Board of Trustees of the Simon Wiesenthal Center), Ray Charles, Leonard Bernstein, Bob Dylan, Simon and Garfunkel, Dire Straits, Madonna, The Rolling Stones, Sir Paul McCartney and Jennifer Lopez will be featured. In addition, the Boycott, Divestment and Sanctions (BDS) movement, directed at crippling the State of Israel, will be dealt with and debunked in this exhibit.

JUSTICE NOT VENGEANCE: THE SIMON WIESENTHAL STORY

The Life and Legacy of Simon Wiesenthal's a comprehensive exhibit examining the life's work of Nazi hunter and humanitarian Simon Wiesenthal, who, together with his wife, Cyla, lost 89 family members during the Holocaust. A central point of this exhibit highlights that Simon Wiesenthal did not seek revenge but rather justice, and that only by finding, arresting and then bringing more than 1,000 Nazi war criminals to trial, could there be a future where history would not repeat itself.

הוליווד בישראל
HOLLYWOOD IN ISRAEL
 هوليوود وإسرائيل



תערוכת סימון ויזנטל
SIMON WIESENTHAL EXHIBIT
 سيمون فيزنتال معرض

Textual content in Hebrew and English describing the exhibit, including the name of the exhibit and a brief introduction.





FOR MORE INFORMATION

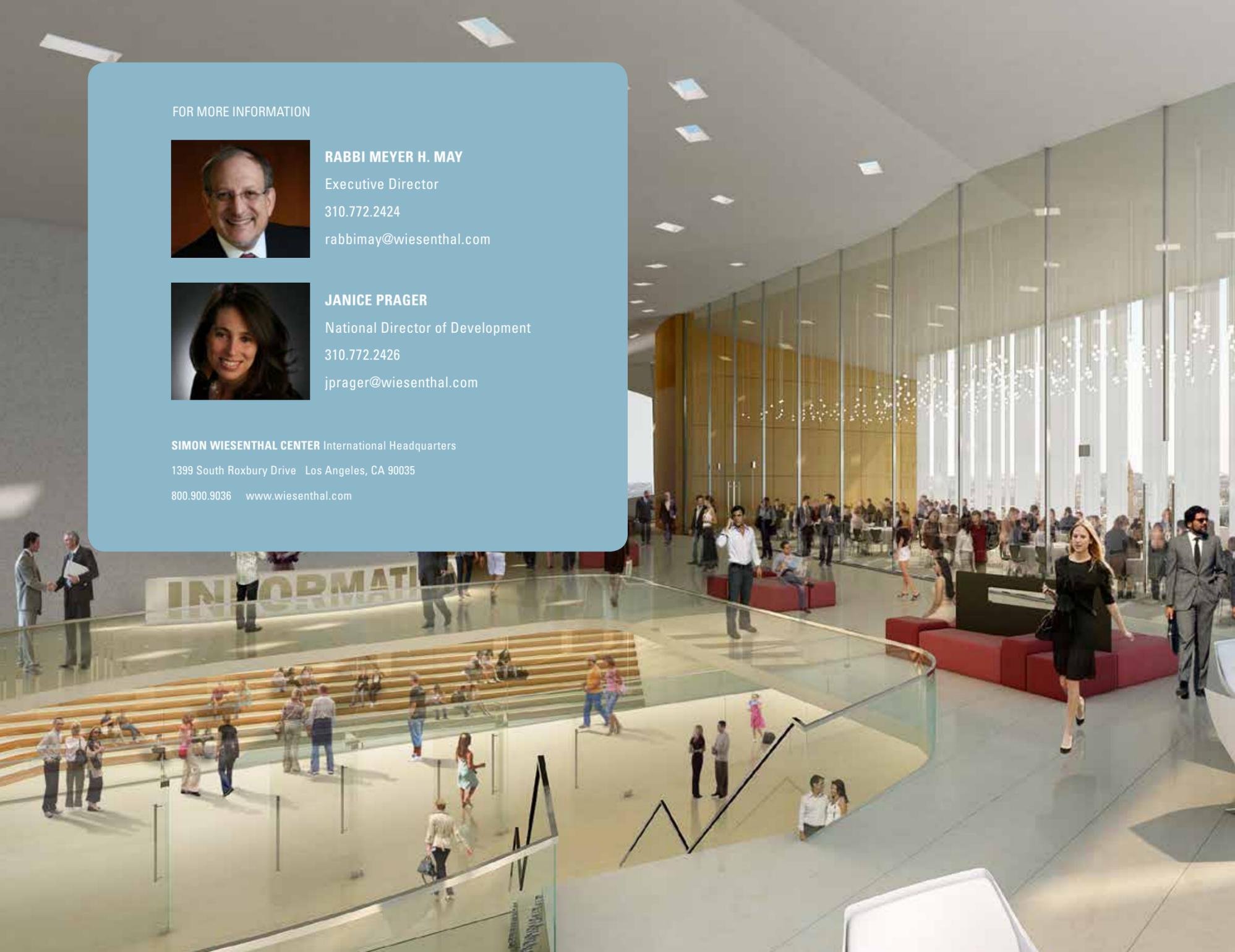


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“The Jerusalem Museum of Tolerance will contribute significantly to this many-faceted city and represent the moral values that guided the people of Zion through the ages.”

- Shimon Peres
President of the State of Israel and Nobel Laureate



“I just believe that with everything that’s happening in the world a little belief in the strength of our values is necessary”

- Tony Blair
Prime Minister of UK



“There is no better place on earth to continue the Museum of Tolerance mission than Jerusalem...If this mission of hope is embraced there, it can be proclaimed everywhere.”

- Bill Clinton
President of the United States



“We must invest all resources at our disposal in an effort to build bridges to bring people closer together and increase mutual understanding.

“I pay tribute to all those participating in the task of setting up this Museum, for their dedication to the vitally important goal of promoting tolerance in this land of ours.”

- Reuven Rivlin
President of the State of Israel



SIMON WIESENTHAL CENTER

We live in challenging times. With the unprecedented rise of anti-Semitism around the world, the Simon Wiesenthal Center is a leading international Jewish human rights organization fighting on the frontlines for the Jewish people.

Founded in 1977 by Rabbi Marvin Hier, the Wiesenthal Center, with 400,000 member families, confronts anti-Semitism, hate and terrorism, stands with Israel, defends the safety of Jews worldwide and teaches the lessons of the Holocaust for future generations.

The Wiesenthal Center is an accredited NGO at the United Nations, UNESCO, the OSCE, the Organization of American States, the Latin American Parliament and the Council of Europe. It is headquartered in Los Angeles with offices in New York, Chicago, Miami, Toronto, Paris, Jerusalem and Buenos Aires.



MUSEUM OF TOLERANCE LOS ANGELES (MOT)

The Museum of Tolerance challenges visitors to confront bigotry and racism and to understand the Holocaust in both historic and contemporary contexts. Since its opening in 1993, over 7.5 million visitors, with more than 3 million children and youth, have participated in the Museum experience and its programs.

Almost 200,000 adults have been trained in the Museum's customized professional development programs over the last 20 years. *Anne*, the Museum's newest exhibition, has been called, "...the most extensive exploration of Anne Frank in any museum outside Amsterdam," by *The New York Times*.

Visitors to the Museum of Tolerance and Simon Wiesenthal Center have included American Presidents, Israeli Prime Ministers, Kings and European and religious leaders, as well as numerous Nobel Laureates.



MORIAH FILMS

The two-time Academy Award®-winning film division of the Simon Wiesenthal Center, Moriah Films has produced 16 documentaries on the epic events that have shaped modern Jewish history. Narrators have included Elizabeth Taylor, Orson Welles, Sir Ben Kingsley, Michael Douglas, Dustin Hoffman, Nicole Kidman, Morgan Freeman, Christoph Waltz, Sandra Bullock and George Clooney.

Moriah's newest feature, *Never Stop Dreaming: The Life and Legacy of Shimon Peres*, narrated by George Clooney, features interviews with Presidents Obama, Bush, Clinton, British Prime Minister Tony Blair and Barbra Streisand. A biography of Israel's first Prime Minister, David Ben-Gurion, is currently in production.

Millions of people have seen Moriah's films in theaters and on cable around the world. Its films are now streaming on Netflix, Amazon Prime, Hulu and iTunes.